



# 14 Blackburn Road

West Hampstead, Camden

## Statement of Community Consultation

Prepared for Hampstead Asset Management Limited

March 2025



# 1. EXECUTIVE SUMMARY

Hampstead Asset Management Limited and their delivery partner Fifth State (the Applicant) has undertaken extensive pre-application consultation, prior to the submission of a planning application for the following development:

*"Demolition and redevelopment of the Site for a mixed-use development comprising purpose-built student accommodation (PBSA) (Sui Generis), affordable housing (Use Class C3), lower ground and ground floor flexible commercial/business space comprising of showrooms, retail and ancillary offices (Use Class E/Sui Generis) and a café/PBSA amenity space (Use Class E/Sui Generis) and associated works including service yard, cycle parking, hard and soft landscaping, amenity spaces and plant." (The Proposed Development)*

- 1.1 The consultation programme was conducted between January 2025 and March 2025.
- 1.2 The Applicant delivered a drop-in exhibition session on the site for the local community and offered dedicated briefings for key stakeholders like local ward members.
- 1.3 As well as delivering face-to-face consultation opportunities, the Applicant also published a project website which acted as a consultation hub to gather feedback to the proposals.
- 1.4 All feedback received has been carefully considered by the design and technical teams as the Proposed Development has been finalised.

## 2. INTRODUCTION

- 2.1 This Statement of Community Consultation (SCC) outlines the pre-application public consultation activity undertaken on behalf of Hampstead Asset Management Limited and their delivery partner Fifth State, for the demolition and redevelopment of the Site for a mixed-use development comprising purpose-built student accommodation (Sui Generis), affordable housing (Use Class C3), lower ground and ground floor flexible commercial/business space comprising of showrooms, retail and ancillary offices (Use Class E/Sui Generis) and a café/PBSA amenity space (Use Class E/Sui Generis) and associated works including service yard, cycle parking, hard and soft landscaping, amenity spaces and plant.
- 2.2 This statement forms part of a portfolio of documents submitted as part of the planning application for the scheme. The SCC has been written in direct response to the guidelines for meaningful community consultation, as outlined in Camden Council's adopted Statement of Community Involvement (April 2024), the Revised National Planning Policy Framework (2024) and the Localism Act (2011) to ensure that local people are at the heart of the planning system.
- 2.3 Camden Council's Statement of Community Involvement was adopted in April 2024 and states:

*"In accordance with the NPPF the Council expects applicants to consult with the local community and relevant consultees before and/or during the pre-application advice process. The Council will expect developers to demonstrate that they have undertaken engagement and how they have taken account of the feedback. It is important that both the Council and the community have an opportunity to influence proposals before submission."*

### THE SITE & BACKGROUND

14 Blackburn Road is currently occupied by a builder's merchant and sits within a wider regeneration masterplan - the o2 Masterplan - that extends to Finchley Road Station to the east.

This o2 Masterplan was given permission in 2023 and will transform 14 acres of unremarkable car park and other underutilised space in between West End Lane and Finchley Road into a place full of nature and life, while delivering 1,800 much-needed new homes and a £1 billion investment into the local economy.

Within this larger planning application there were designated 'detailed' plots and 'outline' plots, with respective detailed and outline planning approvals.

This site at 14 Blackburn Road is known as Plot S8 and holds outline planning permission for a 6-7 storey mixed-use development with commercial floorspace on the ground floor. Whilst separate from the wider





*Residents attend our drop-in exhibition on the site.*

## 3. CONSULTATION STRATEGY & ACTIVITIES

### CONSULTATION STRATEGY

3.1 The consultation programme sought to engage with all sections of the community to ensure that as many people as possible had the opportunity to be a part of their area's development. Present throughout the programme was a commitment to a continual dialogue with the local area to address and understand the issues they raised.

3.2 The applicant's consultation programme aimed to:

- Engage and seek the views of the local community on the development plans for the site in advance of submitting a revised planning application.
- Further understand how the development can make a meaningful contribution to the local community via the built environment and social value.
- Identify opportunities for the local community to shape the plans.

3.3 In support of these aims, a consultation programme took place between January 2025 and March 2025. This consultation was held face to face as well as online on the project website.

### PUBLIC CONSULTATION

3.4 The public consultation ran for six weeks from 15th January to 25th February.

#### Ward Members

3.5 On 13th January, emails were sent to the three ward members for the site introducing the project and asking to arrange a site tour. A copy of the leaflet, details of the consultation session and website were also sent to the ward members. Emails were then sent to the three ward members on 17th February, again offering them a briefing. On this occasion, one ward member - Cllr Shiva Tiwari - responded and accepted the offer.

3.6 On Wednesday 5th March, a briefing was provided to Cllr Tiwari on MS Team. Unfortunately, the other two ward members did not accept the Applicant's offer for a briefing on the proposals.

#### Community Groups

3.7 On 14th January, emails were sent local community groups listed below informing them of the upcoming consultation.

- West Hampstead Amenity & Transport
- Community Association for West Hampstead



- Fortune Green and West Hampstead Neighbourhood Development Forum
- Camden Arts Centre
- Sidings Community Centre
- West Hampstead Women's Institute

A representative from Fortune Green and West Hampstead Neighbourhood Development Forum responded to the email confirming member attendance at the in-person exhibition.



*Information boards on display at the drop-in exhibition.*

## Wider Community

3.8 On 15th January, 895 leaflets (appendix 1) were delivered to a consultation zone (appendix 2) identified around the site. The leaflets introduced Fifth State and announced the commencement of the scheme's consultation programme.

3.9 Recipients were invited to attend one consultation drop-in session on Tuesday 28th January. The session was held on-site at 14 Blackburn Road.

3.10 A website holding page - [www.14blackburnroad.com](http://www.14blackburnroad.com) - was set up at the same time, allowing visitors to register online to receive consultation updates to their email addresses. The website (appendix 3) was subsequently updated to include the detailed plans and an online feedback form (appendix 4).

3.11 The consultation drop-in exhibition had 8 information boards (appendix 5) on display:

- Welcome
- The Site
- Our Proposals
- New Homes
- Building Layout
- A New Destination
- Exemplary Design for an Exemplary Neighbourhood
- Summary and Next Steps

3.12 Members of the project team attended the exhibitions, including Fifth State, to ensure attendees were able to speak to the team directly and ask any questions. Respondents were encouraged to fill in a hard copy of a feedback form (appendix 6) or an online version that was available on the website. The website form remained online for five weeks allowing the local community ample time to review and comment on the plans.

3.13 In total, 24 people attended the drop-in exhibition, including the site's immediate neighbours on Blackburn Road as well as members of the West Hampstead Neighbourhood Development Forum.

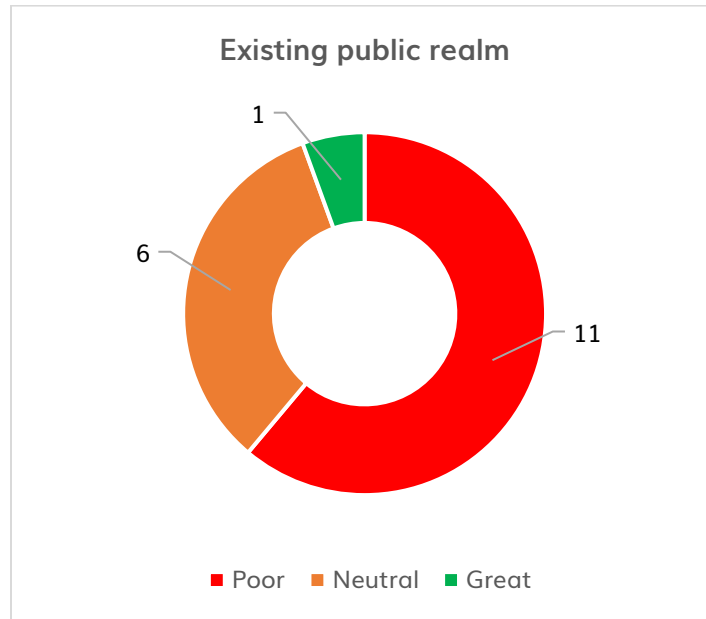


## 4. FEEDBACK SUMMARY

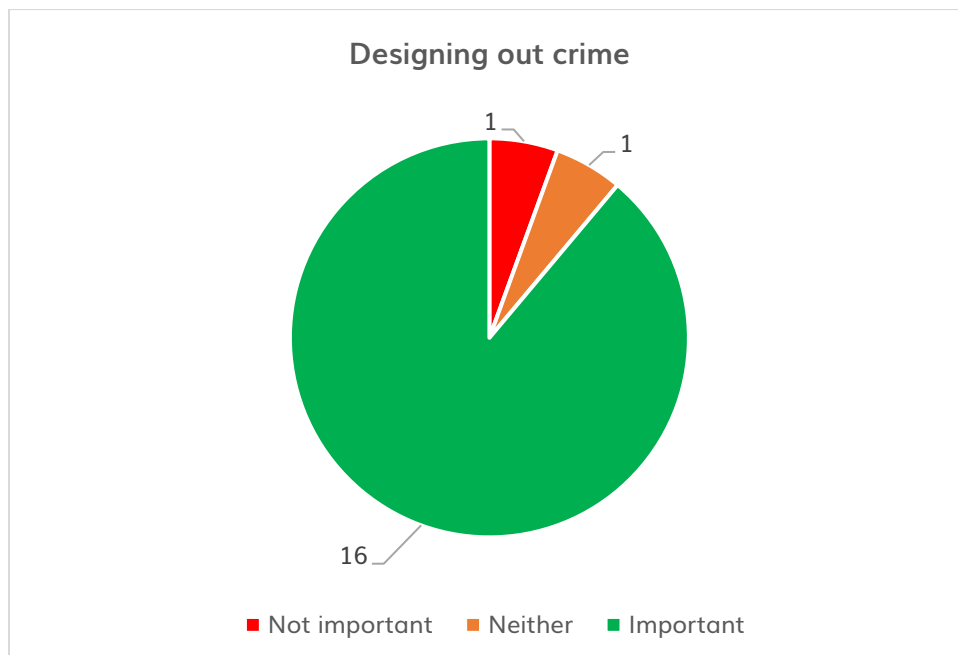
4.1 In total, 18 feedback forms were submitted to the project team, of which 12 were online forms and 6 were hard copy forms.

The section below highlights the feedback received from respondents.

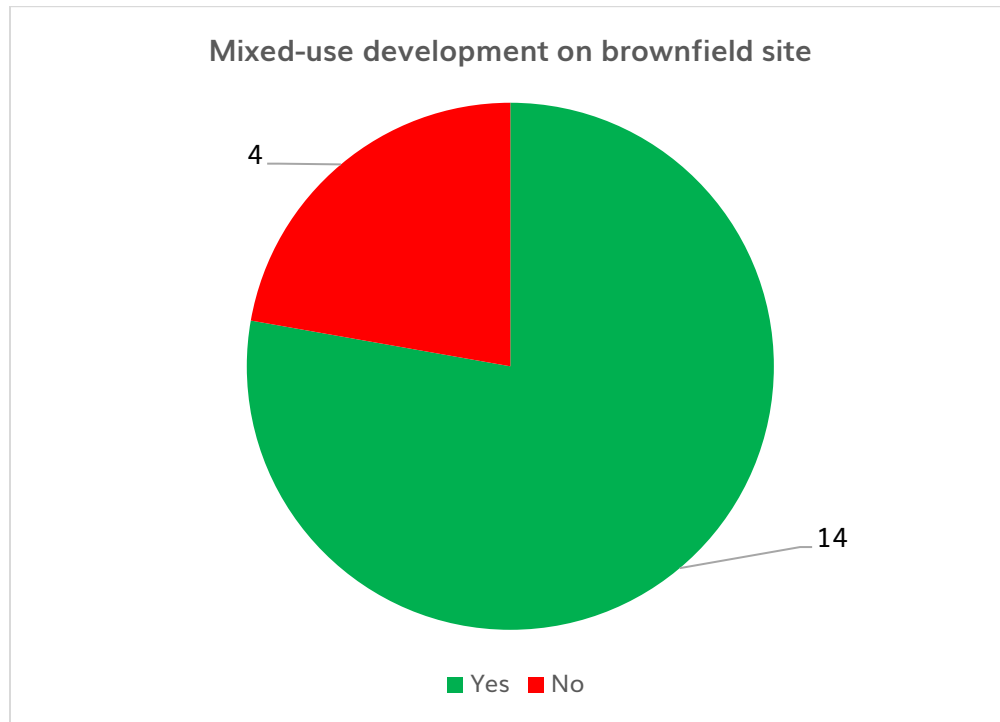
4.2 What do you think of the existing public realm and street environment around the site?



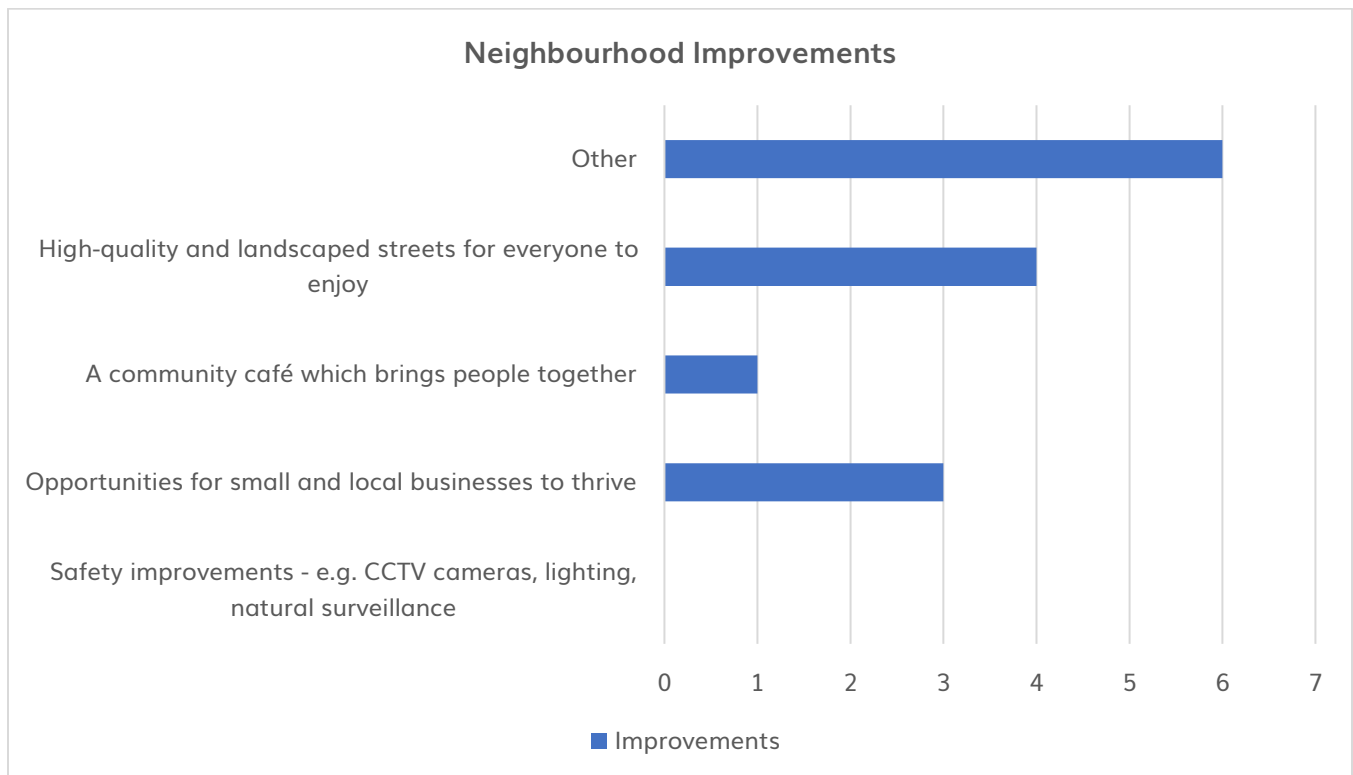
4.3 Is it important to design out crime and anti-social behaviour so people feel safe?



4.4 Do you support bringing vacant brownfield sites like this back into use to deliver mixed-use developments, and as a result, protecting green spaces from development?



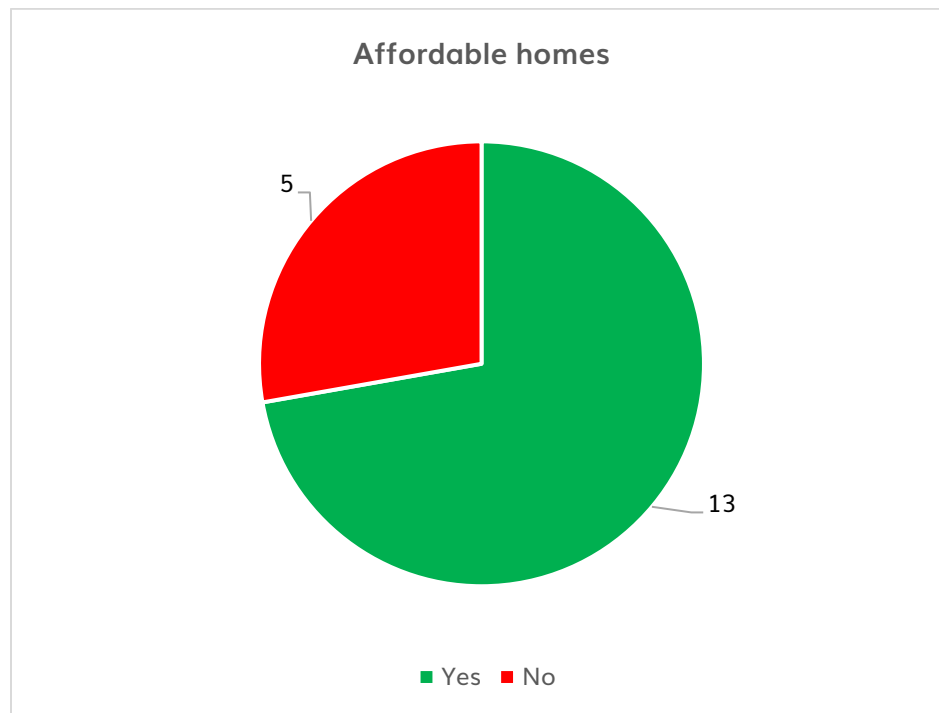
4.5 What improvements would you like to see in this area?



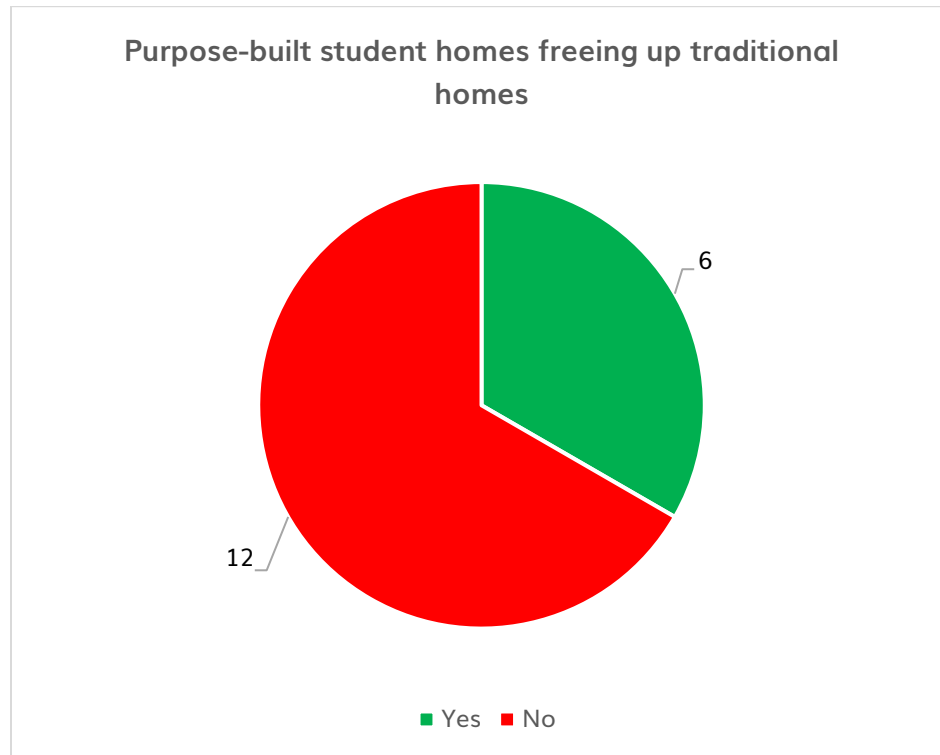
'Other' responses mentioned the following aspects:

- More affordable housing,
- Planting of a wild flower garden,
- Children's playground,
- Promotion of local arts programmes and integration with their events,
- More green space,
- Quality design,
- Encouraging pedestrian use,
- GP surgery and post office,
- Cycle lanes.

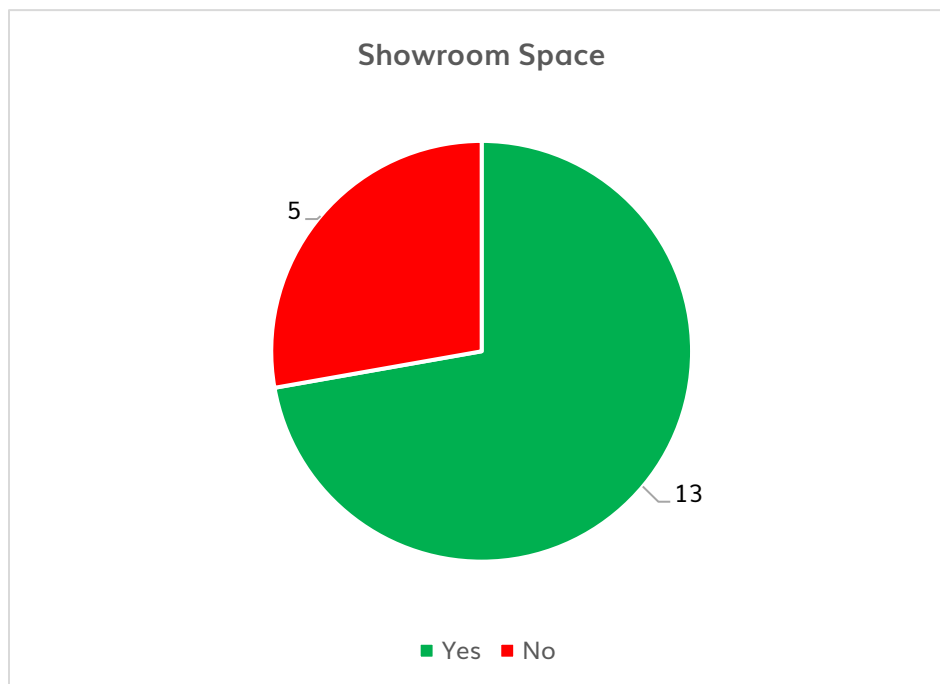
4.6 Do you support our proposal to provide 39 new affordable homes, including 3-bedroom family homes?



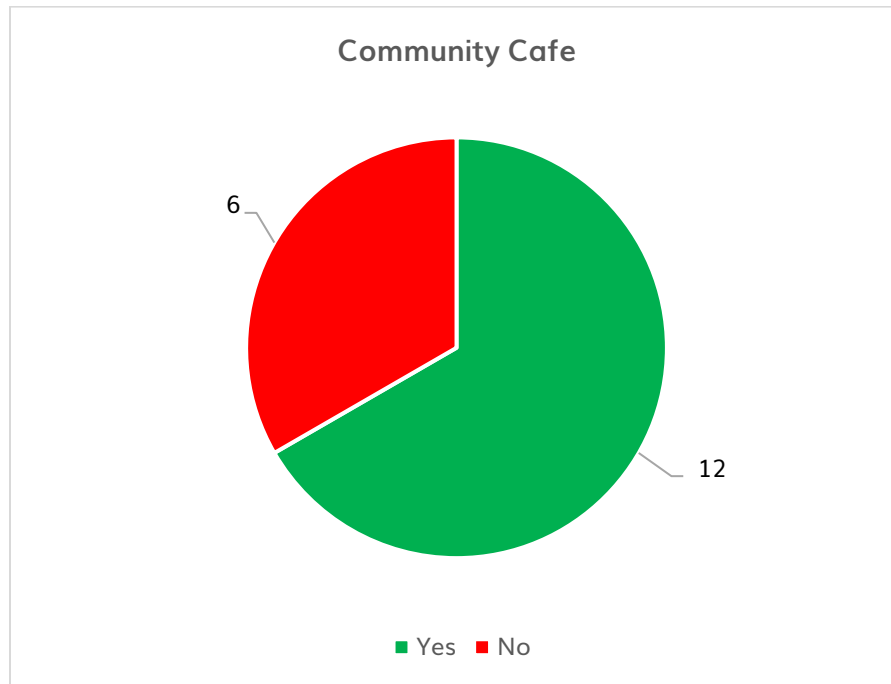
4.7 Do you think providing purpose built-student homes on brownfield sites like this will help to free up traditional homes for local residents and families that otherwise would be occupied by students?



4.8 Do you support our thinking to reprovide a new showroom space in the same location for Builder Depot, preserving existing jobs and ensuring the local business can thrive?



4.9 Do you support the delivery of a publicly accessible community café, which will be available for use by charities, providing a much-needed welcoming, safe and accessible environment to host group events?



4.10 Do you have any ideas or suggestion on how the development can be improved to provide more benefits for the community? Do you have any final comments?

(15 respondents provided answers to this question. Their responses have been categorised below.)

Café:

- Should be fully public.

Transport & Highways:

- Upgrades to the tube station.
- Improvements to pavement.
- Improved vehicle access to builders depot.

Student housing:

- Unaffordable housing for students.
- Already enough student housing on this road.

Height:

- Reduce density and height.
- Increase height.

Outdoor amenities:

- Add a children's playground.
- Add outdoor seating area.
- Address the relationship with the proposed square as part of the improvements to the Jubilee line.
- Need for a community space for young people and wider community.



## 5. CONCLUSION

5.1 This SCC demonstrates the pre-application consultation and engagement undertaken with local residents and stakeholders for the redevelopment of 14 Blackburn Road in West Hampstead.

5.2 The consultation process allowed the Applicant to understand and respond to local views on the proposals, prior to submitting a planning application to Camden Council.

5.3 The feedback indicates that there is strong local support from residents for the principles of redeveloping this brownfield land to deliver a mixed-use development. Residents were particularly supportive of the proposed café, the affordable homes, and the ambitions to improve Blackburn Road for pedestrians and the wider community.

5.4 The project team has reviewed all feedback received during the consultation and, where applicable, has responded to this in the final plans. For example, the public realm improvements on Blackburn Road will maximise lighting and other designing out crime measures as residents said they want to feel safe in the area.

5.5 The development team will continue its discussions and engagement with local residents and stakeholders as the application progresses. The website will be updated to provide details of the application so interested parties can make comments on Camden's planning portal.

## 6. APPENDICES

### APPENDIX 1 - Invitation Flyer

# 14 Blackburn Road

# Have Your Say!

We're delighted to invite you to attend our public consultation event on the future of 14 Blackburn Road – a brownfield site next to West Hampstead Station.



Image of the current site

Our early thinking for this brownfield site includes:



**New and 100% affordable homes, including 3-bedroom family homes to address local needs**



**New commercial space on the ground floor to create new jobs and boost the local economy**



**New purpose-built student homes**



**A new community café adjacent to the Granny Dripping Steps.**

Attend our consultation event or visit our website for more information. Details are overleaf.





Have your say online: [www.14BlackburnRoad.com](http://www.14BlackburnRoad.com)

## 14 Blackburn Road Have Your Say!

Please attend our consultation event below to learn more about our plans, speak to our project team members, and also provide feedback.

### Date:



**Tuesday 28th January**  
5pm to 8pm – drop in  
anytime between

### Location:



**14 Blackburn Road,  
London,  
NW6 1RZ**



The plans will also be available on our website for you to view and comment on – please register your details online and we will email you as soon as the information is uploaded:

**[www.14BlackburnRoad.com](http://www.14BlackburnRoad.com)**

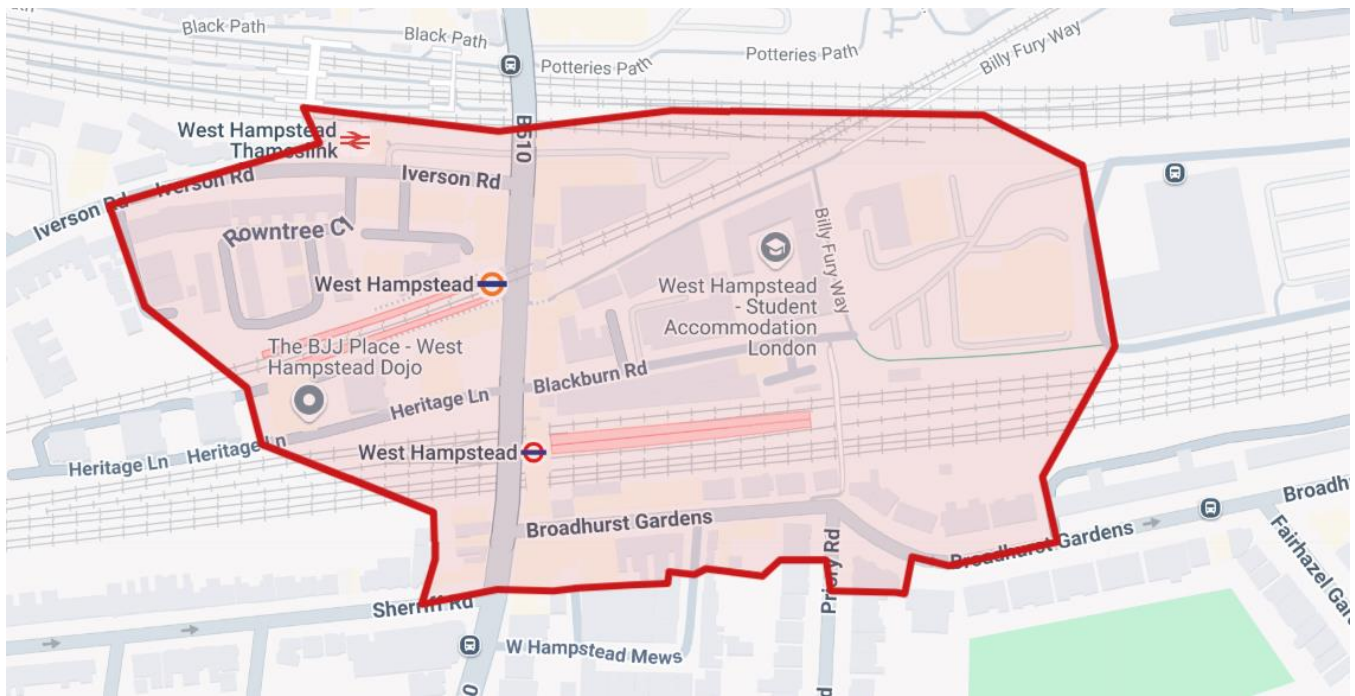


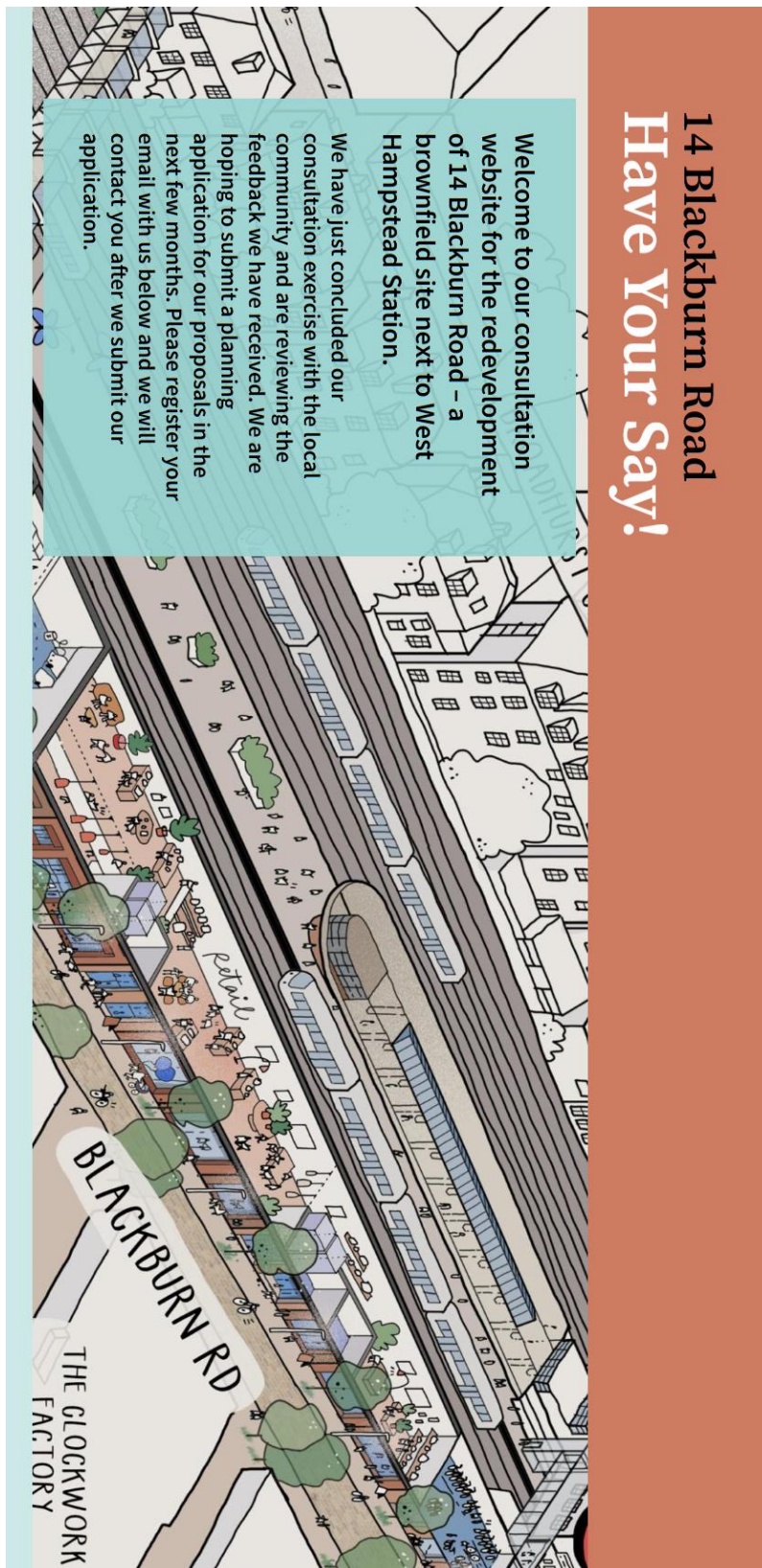
If you have any queries meanwhile, please email us on  
**[info@14BlackburnRoad.com](mailto:info@14BlackburnRoad.com)**

Have your say online: **[www.14BlackburnRoad.com](http://www.14BlackburnRoad.com)**



## APPENDIX 2 - Consultation Zone (895 addresses)





**14 Blackburn Road  
Have Your Say!****14 Blackburn Road Consultation (Jan-Feb 2025)**

Thank for your taking the time to fill in our survey. We will be reviewing your feedback over the coming weeks and months as we shape our plans. If you haven't done so already, please sign up for news updates on our website: [www.14blackburnroad.com](http://www.14blackburnroad.com)

\* 1. Name

\* 2. Postcode

\* 3. Email




## APPENDIX 5 - Information Boards

# Builder's Depot

## 14 Blackburn Road - Welcome!

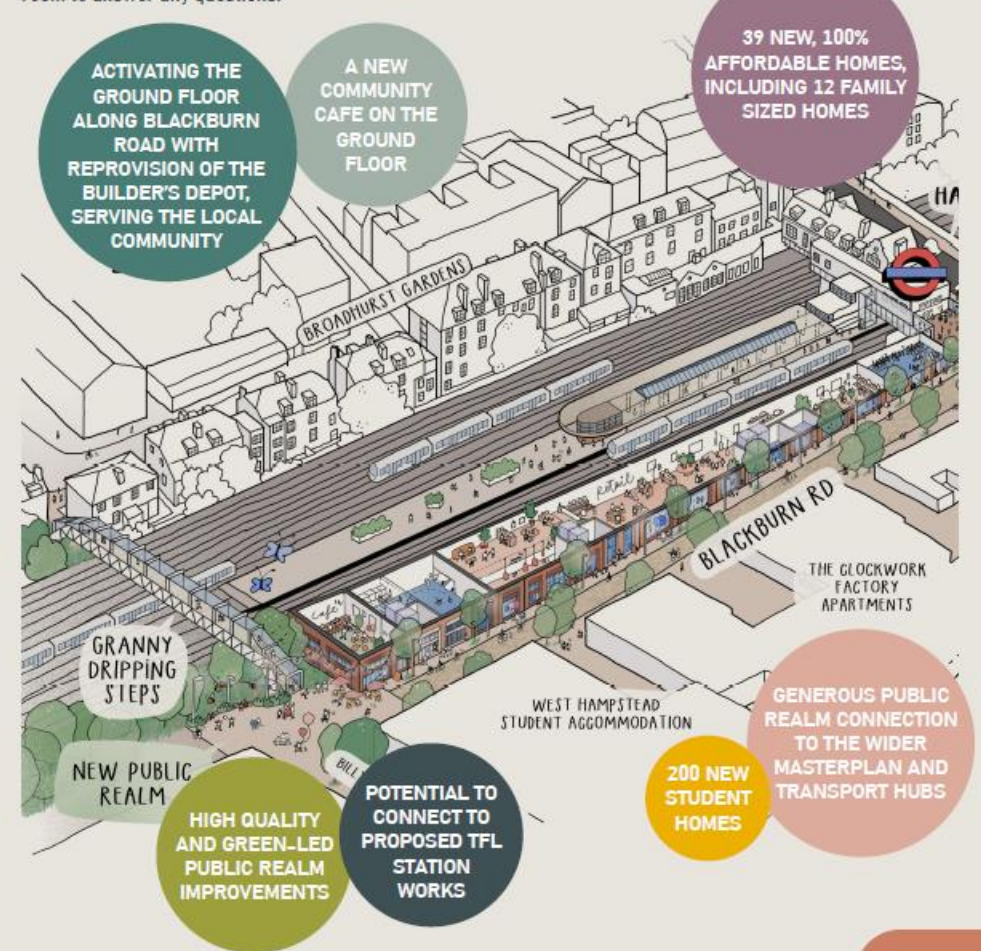
FIFTH VISION  
Working with  
Builder's Depot



Welcome to our public consultation event on the future of 14 Blackburn Road, West Hampstead.

Please take a few minutes to read these boards which we have prepared to describe our proposals. Our project team colleagues are available in the room to answer any questions.

Once you have looked at our proposals, we would be grateful if you could take a few minutes to provide us with feedback using the survey forms available. You can also provide feedback on our website - please scan the QR code on the bottom of each board.



ACTIVATING THE GROUND FLOOR ALONG BLACKBURN ROAD WITH REPROVISION OF THE BUILDER'S DEPOT, SERVING THE LOCAL COMMUNITY

A NEW COMMUNITY CAFE ON THE GROUND FLOOR

39 NEW, 100% AFFORDABLE HOMES, INCLUDING 12 FAMILY SIZED HOMES

200 NEW STUDENT HOMES

GENEROUS PUBLIC REALM CONNECTION TO THE WIDER MASTERPLAN AND TRANSPORT HUBS


POTENTIAL TO CONNECT TO PROPOSED TFL STATION WORKS

HIGH QUALITY AND GREEN-LED PUBLIC REALM IMPROVEMENTS

GRANNY DRIPPING STEPS

NEW PUBLIC REALM

Have your say online: [www.14blackburnroad.com](http://www.14blackburnroad.com)



## The Site

FIFTH VISION  
Working with  
Builder's Depot



The 02 Masterplan was given planning permission in 2023 and will transform 14 acres of car park and other underutilised space between West End Lane and Finchley Road into a place full of nature and life, while delivering 1,800 much-needed new homes and a £1 billion investment into the local economy.

This site at 14 Blackburn Road is known as Plot S8 and holds outline planning permission for a 6-7 storey mixed-use development with commercial floorspace on the ground floor. We want to deliver a high-quality development of exemplary design at 14 Blackburn Road to create a brilliant gateway into the wider masterplan.



Site Boundary



Current site use



Site plan

Have your say online: [www.14blackburnroad.com](http://www.14blackburnroad.com)





## Our Proposals

FIFTH VISION  
Working with  
Builder's Depot



We want to transform this brownfield site and create an exciting gateway into the O2 Masterplan. We want to deliver a mixed-use development, that will provide:

- 39 new and 100% affordable homes, including 12 family-sized homes
- 200 new student homes to address local demand

• An active ground floor along Blackburn Road by re-providing the Builder's Depot currently serving the local community

• A new community cafe on the ground floor

• High-quality and green-led public realm improvements



STUDENTS,  
HOUSEHOLDS AND  
NEW ON-SITE  
EMPLOYEES COULD  
GENERATE UP TO £2  
MILLION IN SPENDING  
IN THE LOCAL AREA  
PER YEAR



GRANNY  
DRIPPING  
STEPS

Have your say online: [www.14blackburnroad.com](http://www.14blackburnroad.com)



## New Homes

FIFTH FLOOR  
Working with  
Builder's Depot



39 new affordable homes and 200 new student homes are proposed, catering to a high demand for each in Camden. Our thinking is to deliver these much-needed assets on brownfield land so development takes place in appropriate areas near public transport.

**18 ONE-BED  
AFFORDABLE  
HOMES**

**9 TWO-BED  
AFFORDABLE  
HOMES**

**12 THREE-BED  
AFFORDABLE  
HOMES**

**200 ONE-BED  
STUDENT HOMES**



**ALL  
AFFORDABLE  
HOMES HAVE  
PRIVATE  
BALCONIES**

**ALL HOMES  
HAVE ACCESS  
TO ROOF  
TERRACES**

**ALL AFFORDABLE  
HOMES ARE DUAL  
ASPECT MEANING  
HOMES HAVE ACCESS  
TO SUNLIGHT AND  
VENTILATION FROM  
TWO OR MORE SIDES**

**THE NEW HOMES IN  
THIS SCHEME  
CONTRIBUTE 11% TO  
CAMDEN'S LONDON  
PLAN ANNUAL  
HOUSING DELIVERY  
TARGET**

Have your say online: [www.14blackburnroad.com](http://www.14blackburnroad.com)

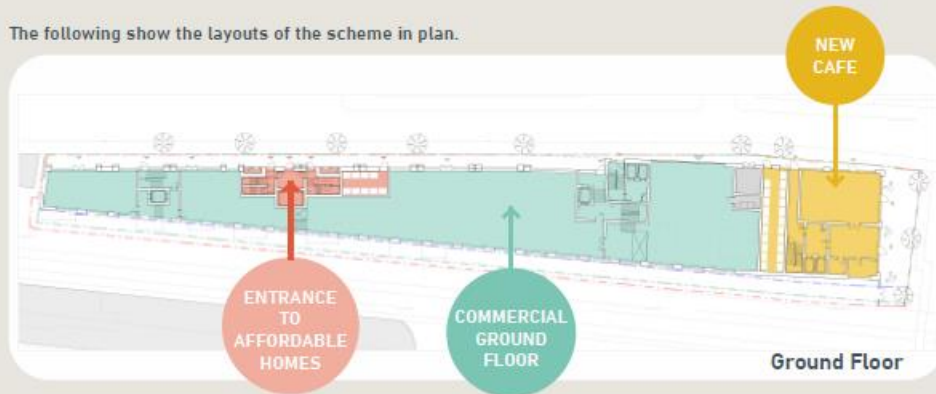


## Building Layout

FIFTH FLOOR  
Working with  
Builder's Depot

hta

The following show the layouts of the scheme in plan.



Have your say online: [www.14blackburnroad.com](http://www.14blackburnroad.com)





## A New Destination

FIFTH FLOOR  
Working with  
Builder's Depot



**INCREASED  
PAVEMENT  
WIDTHS**

**STREET  
TREES ON  
BLACKBURN  
ROAD**

**A NEW CAFE  
NEXT TO  
GRANNY  
DRIPPING  
STEPS**



Increased pavement widths on Blackburn Road



Community cafe

**CAFE AND  
BUILDING  
MANAGEMENT  
WOULD SUPPORT 10  
ADDITIONAL FULL  
TIME EQUIVALENT  
JOBS**



New large shopfronts for the Builder's depot

**THE DEVELOPMENT  
WILL SUPPORT LOCAL  
CONSTRUCTION JOBS,  
GENERATING LOCAL  
LABOUR, TRAINING  
AND SKILL  
OPPORTUNITIES**

Have your say online: [www.14blackburnroad.com](http://www.14blackburnroad.com)





## Exemplary Design for an Exemplary Neighbourhood

FIFTH FLOOR  
Working with  
Builder's Depot



The scheme takes inspiration from local architecture and character, including a palette of red brick and tile, as well as the arched windows and varied roofscapes that give West End Lane it's distinctive character.



1  
Brickwork (dark red)



2  
Brickwork (light red)



3  
Aluminum cladding and window frames



4  
Glazed brickwork (light red)



5  
Pre-cast/GRC (dark red)



Student Homes Elevation



Affordable Homes Elevation



Northern Elevation - Blackburn Road

Have your say online: [www.14blackburnroad.com](http://www.14blackburnroad.com)



# Summary and Next Steps

FIFTH STATE  
Working with  
Builder's Depot



ACTIVATING THE  
GROUND FLOOR  
ALONG BLACKBURN  
ROAD WITH  
REPROVISION OF THE  
BUILDER'S DEPOT,  
SERVING THE LOCAL  
COMMUNITY

A NEW  
COMMUNITY  
CAFE ON THE  
GROUND  
FLOOR

SUPPORTING LOCAL  
CONSTRUCTION  
JOBS, GENERATING  
LOCAL LABOUR,  
TRAINING AND SKILL  
OPPORTUNITIES

GENEROUS PUBLIC  
REALM CONNECTION  
TO THE WIDER  
MASTERPLAN AND  
TRANSPORT HUBS

HIGH QUALITY  
AND GREEN-LED  
PUBLIC REALM  
IMPROVEMENTS

39 NEW AND 100%  
AFFORDABLE HOMES,  
INCLUDING 12 FAMILY  
SIZED HOMES

200 NEW  
STUDENT  
HOMES

CONTRIBUTING  
11% TO CAMDEN'S  
LONDON PLAN  
ANNUAL HOUSING  
DELIVERY TARGET

Thank you for attending our consultation event. Your feedback will help to shape our plans for the Builders' Depot at 14 Blackburn Road.

Please do fill in the feedback form and let us know your thoughts so we can better understand your local priorities and what benefits you think this project should deliver. You can also scan the QR code at the bottom of this board to visit our website and provide feedback there.

## Project Timeline

Spring  
2025

Submit  
planning  
application

Winter  
2025

Secure  
planning  
permission

2026

Construction  
begins

2028

Development  
completed  
and in use

## FIFTH STATE

Fifth State is an innovative development platform delivering community-led, sustainable, mixed-use employment spaces and living accommodation across London. We thoughtfully design spaces with our local community and residents' wellbeing in mind and heart.



We are an interdisciplinary practice of housing design specialists with a reputation for creating great places to live. Our projects deliver comfortable, spacious and high-performing homes within beautiful buildings, set in rich landscapes. We achieve efficient and well-designed buildings that respect the past and respond to the present.



Have your say online: [www.14blackburnroad.com](http://www.14blackburnroad.com)





## APPENDIX 6 - Hardcopy feedback form

### 14 Blackburn Road

## Have Your Say!

Jan - Feb 2025

Thank for your taking the time to fill in our survey. We will be reviewing your feedback over the coming weeks and months as we shape our plans. If you haven't done so already, please sign up for news updates on our website.




 [www.14blackburnroad.com](http://www.14blackburnroad.com)
 [info@14BlackburnRoad.com](mailto:info@14BlackburnRoad.com)

Name:

Postcode:  Email:

**1. What do you think of the existing public realm and street environment around the site?**

☐  Poor
 ☐  Neutral
 ☐  Good

**2. Is it important to design out crime and anti-social behaviour so people feel safe?**

☐ Not important
 ☐ Neither
 ☐ Important

**3. Do you support bringing vacant brownfield sites like this back into use to deliver mixed-use developments, and as a result, protecting green spaces from development?**

☐ Yes
 ☐ No

**4. What improvements would you like to see in this area?**

☐ Safety improvements - e.g. CCTV cameras, lighting, natural surveillance  
☐ Opportunities for small and local businesses to thrive  
☐ A community cafe which brings people together  
☐ High-quality and landscaped streets for everyone to enjoy  
☐ Other (please specify)

**5. Do you support our proposal to provide 39 new affordable homes, including 3-bedroom family homes?**

☐

Yes

☐

No

**6. Do you think providing purpose built student homes on vacant brownfield sites like this will help to free up traditional homes for local residents and families that otherwise would be occupied by students?**

☐

Yes

☐

No

**7. Do you support our thinking to reprovide a new showroom space in the same location for Builder Depot, preserving existing jobs and ensuring the local business and thrive?**

☐

Yes

☐

No

**8. Do you support the delivery of a publicly accessible community café, which will be available for use by charities, providing a much-needed welcoming, safe and accessible environment to host group events?**

☐

Yes

☐

No

**9. Do you have any ideas or suggestions on how the development can be improved to provide more benefits for the community? Do you have any final comments?**

**I would like to be kept informed and/or contacted regarding this consultation via email**

☐

Yes

☐

No

**PRIVACY STATEMENT**

This information is compiled by Quattro Public Relations Ltd, on behalf of Fifth State. The information you provide will be treated in strict confidence and will not be used to identify you personally. The analysis is done on an anonymous basis and your details will not be passed on to any other third parties.